



ORDER

Print Date 07/23/12 Page 1 of 4

Flight Dates 07/17/12-07/23/12

Contract / Revision 304718 / Wil Cardon for Senate 2012

Original Date / Revision 07/23/12 07/23/12
Agency Com 15%

Advertiser Cardon / Republican / Senat
Billing Contact
PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact
Sales Office EWSDC
Sales Region NAT
Agency Ref
500 N Washington Street - Suite #3
Alexandria, VA 22314

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Sep 00:20:00
Estimate # TV: 07170723 :30's
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	90	\$35,083.75	\$41,275.00	0.00	06/25/12	07/23/12	90	\$35,083.75	\$41,275.00
Totals	90	\$35,083.75	\$41,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/17/12	07/23/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 07/16/12		07/16/12	07/22/12	-2222--		8			\$100.00		0.00				
Week: 07/23/12		07/23/12	07/29/12	2-----		2			\$100.00		0.00				
2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 07/16/12		07/16/12	07/22/12	-2222--		8			\$225.00		0.00				



Contract / Revision 304718 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07170723 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	2-----					2	\$225.00		0.00			
3	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--					8	\$225.00		0.00			
		Week: 07/23/12	07/29/12	2-----					2	\$225.00		0.00			
4	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$75.00		0.00			
5	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$75.00		0.00			
6	KNXV	07/17/12	07/23/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$100.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$100.00		0.00			
7	KNXV	07/17/12	07/23/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$80.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$80.00		0.00			
8	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
9	KNXV	07/17/12	07/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$200.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$200.00		0.00			
10	KNXV	07/17/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
11	KNXV	07/17/12	07/23/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
12	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
13	KNXV	07/22/12	07/22/12		CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00



KNXV

Print Date: 07/23/12

Page 3 of 4

**KNXV-TV
PHOENIX****Contract / Revision** 304718 **Flight Dates** 07/17/12-07/23/12**Hiatus Dates****Original Date / Revision** 07/23/12/ 07/23/12**Order Sep** 00:20:00**Advertiser** Cardon / Republican / Sena **Product** Wil Cardon for Senate 2012 **Estimate #** TV: 07170723 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
SU 5pm News															
SU 5pm-530pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S					1	\$250.00		0.00			
E 14	KNXV	07/17/12	07/23/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-1111--					4	\$750.00		0.00			
Week:		07/23/12	07/29/12	1-----					1	\$700.00		0.00			
15	KNXV	07/21/12	07/21/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-					1	\$450.00		0.00			
16	KNXV	07/23/12	07/23/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----					1	\$3,500.00		0.00			
17	KNXV	07/18/12	07/18/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	--W----					1	\$2,000.00		0.00			
18	KNXV	07/20/12	07/20/12	Friday Prime A Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
19	KNXV	07/20/12	07/20/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
20	KNXV	07/20/12	07/20/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	----F--					1	\$3,000.00		0.00			
21	KNXV	07/21/12	07/21/12	ABC Saturday Prime Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-					1	\$1,500.00		0.00			
22	KNXV	07/22/12	07/22/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S					1	\$2,000.00		0.00			
23	KNXV	07/17/12	07/23/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-1111--					4	\$850.00		0.00			
Week:		07/23/12	07/29/12	1-----					1	\$850.00		0.00			
24	KNXV	07/21/12	07/21/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/12	07/22/12	-----S-					1	\$450.00		0.00			
25	KNXV	07/22/12	07/22/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00



KNXV

Print Date: 07/23/12

Page 4 of 4

**KNXV-TV
PHOENIX**Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**Hiatus DatesOriginal Date / Revision 07/23/12/ 07/23/12Order Sep 00:20:00Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$850.00		0.00			
26	KNXV	07/17/12	07/23/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$350.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$350.00		0.00			
27	KNXV	07/22/12	07/22/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$150.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 90 \$41,275.00